

**London Assembly (Plenary) – 20 July 2011**

**Transcript: Question and Answer Session: London 2012 City Operations Programme**

**Jennette Arnold (Chair):** Before we turn to questions, can I put the first question to you both: what are your priorities in relation to London 2012 City Operations Programme and what do you think the key challenges and risks will be?

**Neale Coleman (Director of London 2012 Coordination):** I will try not to go on too long, but do stop me if you think I am. We do have some agreed overall objectives and aims which we have shared, right at the start of the programme, with all the people we are working with on this programme, and I should probably just rehearse what those are. Our overall objective that we have agreed is to provide an inspirational city-wide experience for everyone participating in the Games in London; to safeguard the smooth running of London in Games time; and to maximise the opportunities for legacy from this work. We have four aims underlying that. One is to extend an inspirational Games experience across London, ensuring that everyone is safe, well-informed and involved; to showcase London domestically and globally as an outstanding place to live, visit, learn and do business; to ensure a safe, efficient and mutually supportive approach to operational delivery for the Games and to keep London working and moving in Games time. As I said, we agreed these objectives with a very broad range of agencies: both the Olympic delivery organisations themselves, Government departments engaged in the Games, and critically, with representatives from the London boroughs, both for boroughs who are most actively involved in the Games and with London Councils at the start of our work.

As we have set out in our paper before you – and in talking about this, I will try and touch on what we see as the particular challenges and risks which you have asked me about – we broadly divide the work that we are doing into two main areas, which we are using the headings of “Public Services” and “London Experience” for. Perhaps if I start with the public services side of this, this is really what bears I suppose most of all on some of the objectives and aims around safeguarding the smooth running of London, keeping London working and moving. All the work we do here is absolutely fundamentally with partners, and a lot of it is a coordination, a support or, at times, a leadership role. Obviously in terms of the way London will operate and run at Games time, probably the major work programmes that will determine how successful that is and whether we achieve our objectives, and not so much the detailed work that we are doing, but it is the work which is being carried out in the transport programme and in the security programme. So the transport programme by Transport for London (TfL), but also a range of others, the Olympic Delivery Authority (ODA), the train operating companies, BAA and others. The security programme, the Metropolitan Police Service, the Olympic Security Directorate at the Home Office and other security agencies. A lot of the work that we are doing is to make sure that there are effective links between those Olympic programmes and other key players, and, in particular, the boroughs.

So we have very close relationships with all the London boroughs who are engaged heavily in Games activity, particularly I suppose what we would regard as the top three from a Games point of view: Greenwich, Newham and Westminster, but also with Hackney, Tower Hamlets, Waltham Forest, Brent, Merton, Kensington and Chelsea, Hammersmith and Camden, which are probably in the next group of those most affected by the Games. But also with all the boroughs through London councils and other

arrangements. We need to work very closely with them on their operational arrangements for the Games, which will be absolutely critical in terms of their service delivery, whether that is around basic things like street cleansing and refuse collection and so on, which will be impacted at Games time and which we will want to be high quality at Games time, but also the services they need to provide of an enforcement nature, and indeed the work that they need to do to report on problems and to work with us in the sort of command and control structures around the Games. This is an area which is a major preoccupation of ours, and we spent a lot of time on it.

I think the most important thing that we have agreed and achieved around this was the work that we did with Government, with the boroughs and with London Councils to agree additional money for the boroughs to cope with service pressures and the additional work they would need to do at Games time. Some time ago, we were able to agree an overall package of £21.5 million in extra finance for the boroughs with major venues and other transport and major transport hubs at Games time. Those are grants from the Greater London Authority (GLA), from the public sector funding package, effectively from the extra council tax supplement, and we are working closely with the boroughs; we have funding agreements in place with nearly all of them now. They are providing us with outlying operational plans and we have most of those to hand, and the delivery of these documents trigger payments of the grants to them. We will review those plans and get final operational plans from them in December. They are heavily involved in all the planning structures that we are putting in place together with other Games partners, and that will continue to be a major challenge for us and for boroughs all the way up to the Games to make sure those working arrangements work; that the boroughs are properly plugged into all the planning processes and that they are able to work to deliver effective services. I think by and large, we are quite pleased with the way that work is going. I think the boroughs have been reasonably complimentary about it. We do not have any major issues at the moment. Clearly, some boroughs would have liked a bit more money than we have been able to negotiate with Government for them, but, by and large, I think that is going quite well.

Another important area of this work is the work that we are doing around so-called parallel events at Games time, and is referred to in the paper we gave you in terms of the London events coordination calendar. We have been working for 12 months with boroughs and with event organisers, and with the police and other London-wide agencies to collect information on parallel events. In other words, other events that people are planning to run at Games time. That is because police resources in particular are limited, transport plans are very sensitive to extra impacts around Olympic venues and we are working very closely to try and persuade boroughs and events organisers in some instances to modify plans where we think they would place undue pressure on either transport services or policing resources and to make sure that we have a full picture of what parallel events are planned.

**Jennette Arnold (Chair):** OK, can we just hold it there, Neale?

**Neale Coleman (Director of London 2012 Coordination):** Sure.

**Jennette Arnold (Chair):** We will just bring in Assembly Member Tuffrey.

**Mike Tuffrey (AM):** I am sure Members will have detailed questions on that wider experience and the work you are doing to keep the capital moving and so forth. All that good work though will be lost if the message does not get out that the wider Games experience has been a success. So I just wanted to start by concentrating on the narrow but important point of the non-accredited media and your arrangements around that, and I am sure the Members will widen it from there. As I understand

it, there is about 20,000 or so expected on the accredited side. Do you have an estimate of how many non-accredited media you will have to be dealing with?

**Neale Coleman (Director of London 2012 Coordination):** We expect there will be in the region of 15,000 non-accredited journalists in London at the time, but from a huge variety of types and sources. Some with big outfits, some with small outfits, some with domestic outfits, but that is the sort of total number that we expect.

**Mike Tuffrey (AM):** They will be writing and broadcasting about the wider story, exactly the sort of that work that you are doing.

**Neale Coleman (Director of London 2012 Coordination):** Absolutely.

**Mike Tuffrey (AM):** Now, I understand that you are booking 1 Great George Street as the sort of centre of that operation, and a number of us have been in there. The capacity is certainly not 15,000 strong - you are going to get a couple of hundred in there at any time, I would guess - so how are you actually going to make 1 Great George Street work?

**Neale Coleman (Director of London 2012 Coordination):** Well, we think there is room for 350 people in there at peak, probably. I mean, it is a larger non-accredited media centre than there has ever been at any other Games, and typically the media, most media, an awful lot of them will never access a media centre at all; they will have their own resources. Quite a lot of people will be working out of headquarters and others will not. What we are seeking to do really is to identify the 14 foreign countries that are key from a London promotion point of view in terms of tourism investment and so on, and we will focus very hard on making sure that we target them to get them space, to get their key organisations booked into the media centre. I mean, there will be a big churn in the place. There will be a lot of people coming in and out, and obviously one of the main things we do in there is hold big press conferences and big events, where you will get representatives of very broad media outlets in there. So we have got a big room, we have got two big press conference rooms. This is about three or four times the size of the non-accredited media centre in Vancouver. I am confident that it will provide very strong support to the non-accredited media. We will be laying on tours, a whole range of other activity. We have got broadcast positions in great places across the City. I think it is a pretty good offer.

**Mike Tuffrey (AM):** So it is on a par or better than Beijing and Sydney in terms of --

**Neale Coleman (Director of London 2012 Coordination):** It is certainly significantly larger than the Sydney media centre was. I never went to the non-accredited media centre in Beijing and I could not be sure about that.

**Mike Tuffrey (AM):** Clearly, in terms of the legacy and the wider kind of showcasing, if the story comes out of London of chaos, and not necessarily chaos objectively, but chaos for the journalists, it is their experience that they will report. It clearly is very important.

**Neale Coleman (Director of London 2012 Coordination):** We have discussed these plans in significant detail with the media outlets. We have done presentations to the Foreign Press Association. We have talked to all the major outlets. Just yesterday, we actually opened registration for the media centre. I actually think that these discussions are going well.

**Mike Tuffrey (AM):** OK, so there will be a process of, as it were, accrediting the non-accredited --

**Neale Coleman (Director of London 2012 Coordination):** We will.

**Mike Tuffrey (AM):** -- so you know who they are, what their needs are, what languages and so forth. OK, can I just ask about the cost of all that? The figure I have seen is £6.7 million. A lot of that coming from public sources, and clearly one does not want to jeopardise this, but it would seem to me that this operation, if any, is absolutely ripe for private sponsors, who would want to be in front of journalists and get a very direct message throughout; whether it is sponsoring the food or the facilities or whatever. Is that £6.7 million correct and how much of that is coming from private sponsorship?

**Neale Coleman (Director of London 2012 Coordination):** Yes, I think £6.7 million was the number in the paper, and I think I have to correct that, to say we have been looking at budgets in some detail recently. It is £6.2 million the number I have. You may think this is inadequate, but at the moment, we are looking for about £500,000 to come in from income from sponsorship and other private sources. It is not an immediately attractive proposition for most Olympic sponsors, in fact, and clearly we are limited in the range of sponsors we can attract because this is fundamentally an Olympic product. So we could not go to a non-London Organising Committee of the Olympic Games and Paralympic Games Limited (LOCOG) or non-International Olympic Committee (IOC) sponsor for this. There is very strong competition for the activation budgets that those people have.

**Mike Tuffrey (AM):** Sorry, just to be clear, you are limited to the ones who already signed up and trying to get extra money out of? Isn't that a bit perverse because given that this is the non-Olympics story, as it were - the London story - I would have thought there was a broader range of sponsors who would want --

**Neale Coleman (Director of London 2012 Coordination):** Yes, but we will want to offer Olympic-related information. Obviously we will be trying to tell a broader story about London, and that is one of the main aims, you are quite right, but we will be looking to have athletes being interviewed in there; we will be looking to have people who are involved in the Games. So I imagine the day after the opening ceremony, we will want to have the people who produced and put that on in there. There will be a lot of LOCOG material and LOCOG information in there, and the brand protection position simply would not allow us to go with a non-Olympic sponsor.

**Mike Tuffrey (AM):** I will leave it there. I do think this is very important in terms of the wider London story and so it is a concern if it is restricted to Olympic-related things. But let us leave it there. I am sure other Members will want to come in.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** You mentioned parallel events, and I wanted to talk specifically about the Live sites, the one in Hyde Park, and there is also one in Victoria Park. There has been quite a lot of local alarm about the recent consultation by Live Nation about how those sites are going to be working. Just a few questions: I understand that the Live sites are going to be live for eight weeks, whereas the Games time is shorter than that. Why is that?

**Neale Coleman (Director of London 2012 Coordination):** I do not think that is right, certainly not --

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** They start on 2 July to 24 August at Hyde Park.

**Neale Coleman (Director of London 2012 Coordination):** No, that is not right. I mean, we are still not in contract with Live Nation. I should be clear we are still in discussion with them. There are some pre-Games events, but they are not every day by any manner of means, and I would actually have to go back and get you full details of exactly how many there are, but --

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** But I understand that the proposal is that in order to fund the cost of running the Live site at Hyde Park that they are going to be allowed to hold concerts.

**Neale Coleman (Director of London 2012 Coordination):** They are, but by no means on every day, only for a period.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** But nevertheless, the paraphernalia of the concert will still be in place.

**Neale Coleman (Director of London 2012 Coordination):** Indeed, the infrastructure will be up, yes.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Right, so there will be a large part of the park that for eight weeks is barricaded off from general use.

**Neale Coleman (Director of London 2012 Coordination):** That is a consequence of wanting to run the big Olympic Live site, yes.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** OK.

**Neale Coleman (Director of London 2012 Coordination):** I do not think there is any alternative to that.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** I suppose I should declare an interest, in that I live certainly within the sound footprint of Hyde Park, as I have discovered every summer, for the last three summers. Just on that point, given that there are going to be these large rock concerts and then the Live sites again, I gather that the terminal hour of some nights will be midnight.

**Neale Coleman (Director of London 2012 Coordination):** We have not finalised that.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Right, but that is what is being consulted on.

**Neale Coleman (Director of London 2012 Coordination):** I suspect that the times when we will want to run late will probably be only on the nights of the opening and closing ceremonies, where those ceremonies themselves will run until around midnight, and we obviously will be wanting to show footage and things from that. It is not intended that we would run the normal Live sites that late.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** OK, but the core hours are going to be what, 10.00am in the morning until 11.00pm at night, and then on perhaps one or two nights, it might go from 7.30am in the morning to midnight, I understand?

**Neale Coleman (Director of London 2012 Coordination):** Yes. I think what we will want to do in the Games time when there is not a ceremony or something like that, which, if you like, gives you a hard close at a particular time. I think we will want, as far as possible, to ensure that there is what they call a soft close so that we do not have everyone coming out at once, so that we avoid --

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** That is a problem I want to come on to. Given the length of time and the lateness of the evening, will it be the case that the normal noise regulations will still apply during that period?

**Neale Coleman (Director of London 2012 Coordination):** Do you mean the normal noise regulations that apply?

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** The normal noise regulations that apply at the moment that are enforced by the council.

**Neale Coleman (Director of London 2012 Coordination):** Yes, during such events. Yes, certainly.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** So if there was an overrun beyond the time, the noise officer from Westminster can show up and throw the plug?

**Neale Coleman (Director of London 2012 Coordination):** Yes.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Right, OK.

**Neale Coleman (Director of London 2012 Coordination):** Absolutely.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** No one is going to get in their way or prevent them?

**Neale Coleman (Director of London 2012 Coordination):** No.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** OK.

**Neale Coleman (Director of London 2012 Coordination):** There would be no purpose in us doing that.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Right, OK, fine. One of the other issues is that the Hyde Park Live site is obviously Park Lane, Hyde Park Corner and Marble Arch.

**Neale Coleman (Director of London 2012 Coordination):** Indeed.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** You will know that if you tamper with the traffic there, things jam back to Tilbury and Reading.

**Neale Coleman (Director of London 2012 Coordination):** Indeed.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** What work are you doing with TfL to ensure that exits and entrances to the Live site are limited in terms of their impact on traffic? I am interested in particular that you are thinking about a soft close, ie constant stream of people crossing Park Lane because what happens with concerts at the moment is they have a hard close. They close Park Lane for an hour or so, which causes massive traffic disruption. If that was prolonged by a soft close, ie they felt they had to close Park Lane for even longer, the disruption might be longer. Where is the weight of balance between the traffic management and the exit from the concert?

**Neale Coleman (Director of London 2012 Coordination):** Well, I think the justification for the soft close would be to avoid the road closure. If the judgement was that it would not achieve that, then it would not be worthwhile because it would be better to have a shorter period. There is a lot of work to be done on this, and TfL and Live Nation and the Metropolitan Police Service and others are involved in detailed discussion of this. There is obviously a lot of other activity in that area besides the Live site. On quite a number of days, there is actually a LOCOG venue operating in the park. Equally, IOC hotels, many of them are in Park Lane, and there will be security overlay and other restrictions associated with that.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Yes, we had a slightly alarming message yesterday from the Head of Surface Transport at TfL, who said that if Park Lane is closed, then your Olympic officials and all the rest of it will be allowed through the cordon, but nobody else will.

**Neale Coleman (Director of London 2012 Coordination):** The only time I could envisage that happening would be on the night of the opening ceremony, when there will be, I think, quite exceptional traffic arrangements in place and Olympic officials will be coached backwards and forwards from the park. On a normal occasion, I do not see that that would be necessary or justifiable. There is a lot more detailed planning work to be done about the management of the whole Hyde Park area. TfL are in the lead in that work, working with Westminster, the Metropolitan Police Service and others in particular. That work is overseen by the Westminster-chaired Planning and Safety Group. All the arrangements will have to go through that in the normal way.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** So when will that plan be ready to be looked at?

**Neale Coleman (Director of London 2012 Coordination):** I would expect that to be ready September/October time, but --

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** It will include provisions about noise?

**Neale Coleman (Director of London 2012 Coordination):** Yes.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Traffic management?

**Neale Coleman (Director of London 2012 Coordination):** Yes.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Resident parking suspension?

**Neale Coleman (Director of London 2012 Coordination):** If that is necessary. I have no information it is, but it may be.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Decisions will have been taken about orientation of the stage, and therefore entry and exits?

**Neale Coleman (Director of London 2012 Coordination):** Yes.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** All that kind of stuff. What you are saying to us today is that there is no fixed decision yet about times of operation?

**Neale Coleman (Director of London 2012 Coordination):** No. I mean, those things will need to be complete by September/October, because clearly it will be necessary to make planning and licensing applications, and that process will be there for people to oversee.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Only once you have done that will you be in contract with Live Nation?

**Neale Coleman (Director of London 2012 Coordination):** No, we will contract with Live Nation before then, and part of that will be a requirement for them to produce acceptable plans to apply for the consent that they need.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** Oh, right. So before that, you will know how many rock concerts there are going to be, for instance?

**Neale Coleman (Director of London 2012 Coordination):** I think we will know that, yes. To be fair, I think I could give you that, and I think I could give you the information on what is currently planned within today, frankly. I just do not have it in my head. There is a proposal for how many events should take place and for their timing, and we could give you that information now.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** I think that will be helpful if you could circulate that to Members because this also presumably applies to Victoria Park.

**Neale Coleman (Director of London 2012 Coordination):** I think it does apply to Victoria Park, although I think the level of activity there will be less because, let us be clear, obviously in a sense the Hyde Park concerts are where - you will not be surprised to know - the most financial reward for the promoter is, and we are seeking to cross-subsidise other events through that. There will be substantial activity at Victoria Park, particularly again there will be opening and closing ceremony activity, but probably not so many pre-Games concerts.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** OK. Then the final question is what measures are you putting in place - because there is a Live site just outside the building here - to make sure that Assembly Members and others can still get access to the building?

**Neale Coleman (Director of London 2012 Coordination):** in terms of the Live site that we are talking about having outside here, in some ways, “Live site” is a little bit of a misnomer, in that it is nothing like the operation we are doing in Victoria Park and Hyde Park.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** It is 4,500 people.

**Neale Coleman (Director of London 2012 Coordination):** Well, that 4,500 number is the maximum estimated capacity at Potter’s Field. We are not, for example, proposing to fence Potter’s Field. It will be open access. There will be one screen. There will be a small number of stalls. It is not really a Live site in the sense that Hyde Park and Victoria Park are, where there is restricted entry, barriers and so on. This is more a place where we would expect people to dwell, if you like, a bit like the screen they had at Canary Wharf, which people walked through, and clearly we would not expect that to present the same issues in terms of --

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** So you will immediately send us a list of what is contemplated in terms of rock concerts prior to --

**Neale Coleman (Director of London 2012 Coordination):** Hyde Park.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** -- and then in October, we will get a management plan for the whole area, which is taking into account residents’ views and consultation over the summer?

**Neale Coleman (Director of London 2012 Coordination):** Yes, I think you will. It will be Live Nation - assuming we do contract with them - who will be obliged to come forward with that plan. Obviously quite a lot of work has been done on it already, but they will need to make licence and planning applications and obviously that will need to be supported by all the sort of information that you are talking about.

**Kit Malthouse AM (Chair, Metropolitan Police Authority):** OK, thank you.

**John Biggs (AM):** Do you know how many, if any, privately-sponsored Live sites there will be in London in addition to ones that you are planning to have?

**Neale Coleman (Director of London 2012 Coordination):** We have a fairly good idea of that. The term “Live site”, as I say, can mean many things. If you are talking about very large or substantial events which are designed to attract thousands of people to them, as opposed to just sort of a screen that is really intended for people almost to dwell by for short periods of time, we do not currently anticipate there to be many of those. There are the existing ones in the LOCOG sites in Walthamstow and Woolwich that we expect to operate at Games time. We are in discussion with an event organiser and with Greenwich Council about the possibility of there being a relatively small Live site, at least during the Games period, close to the O2. There have been some discussions about the possibility of a Live site at Granary Square in the King’s Cross area, but there are no firm proposals to do that at the moment. I think - and I am looking at Vince [Vince Firosy], who will correct me if I am wrong - that everything else we have at the moment in front of us is on a much smaller scale than that. I think in Lewisham they are talking about having something that would attract hundreds of people.

**John Biggs (AM):** OK, thank you. Clearly a lot of this is about reputation management because although the main headlines will be sporting events and world records and so on, journalists will be looking for other stories. Like how crappy the food is or how the buses do not work or how the streets are always dirty or something – and this is a very important project, in other words – but we are somewhat anarchic in our city in that we have different tiers of government who have their own policies. So do you feel you have sufficient authority to do what you want to do?

**Neale Coleman (Director of London 2012 Coordination):** I think you are right that we obviously have the different tiers of government, and we have often to work by persuasion and by co-operation and so on, and we do not have any ability to instruct a borough not to licence an event or anything like that. The licensing system is very clear. If people want to make an application, it is a quasi-judicial process and it is in the hands of the local authority and the police can make representations. Now, that is really why we have tried through the events coordination calendar to establish a co-operative process with boroughs.

**John Biggs (AM):** Right, OK. If I could take a “for instance”, if I was a borough in one of the hotel districts, I would probably ideally want my street cleaning service during the Olympics to get up at, I do not know, 5.00am in the morning, sweep the streets, make sure the place was spick and span to present my borough in a good light, but I may not have the resources to do that, and I may grumble that you lot have not really given me enough to do that. How are you dealing with instances like that?

**Neale Coleman (Director of London 2012 Coordination):** We went through a process where we invited boroughs to make applications for additional funds. We did this several months ago.

**John Biggs (AM):** Yes, but I understand a number of them felt that they had made a realistic bid, but had only been given a fraction of what they had asked for.

**Neale Coleman (Director of London 2012 Coordination):** There are one or two who are clearly not satisfied. I think the ones who have been most dissatisfied with the amounts of money that we have given them are probably Hackney and Tower Hamlets, to a lesser extent Waltham Forest. Certainly I think the boroughs where the major concentration of Games activity is taking place – and I accept that there are significant impacts in other boroughs, Greenwich, Westminster and Newham – are, I think, satisfied with the allocations that we have made to them. We are still in dialogue with Hackney and Tower Hamlets. Clearly, we think that they were reasonably justified amounts in terms of the likely additional costs, albeit we were to an extent constrained by the amount of money we were able to negotiate with Government.

**John Biggs (AM):** OK. If I can move on swiftly to another area of questioning, which is about meeting and greeting at Heathrow Airport. Is that one of your responsibilities through this programme, or is it an Olympic responsibility?

**Neale Coleman (Director of London 2012 Coordination):** It is, to an extent, a shared responsibility. LOCOG will have the main responsibility in terms of welcoming what is termed – in a perhaps slightly unfortunate phrase – “the Olympic family”, but sorting out the accreditation and doing all that with athletes and everybody else who comes through the airports. In addition to that, as part of our London Ambassadors programme, we will have a volunteer team at all the Heathrow terminals, and that is really to welcome, to greet, to provide information to visitors who are coming to

London and who are not Games accredited. But we will seek to have a combined operation. We are in discussions with BAA and LOCOG to make sure that, as far as possible, that is a reasonably seamless and mutually supporting activity on the ground.

**John Biggs (AM):** Finally then, was it your decision or the Mayor's decision or TfL's decision to give free travel to ticketholders without it being, as I understand it, properly appraised through the resource programming of TfL?

**Neale Coleman (Director of London 2012 Coordination):** I would have to confirm it, but my understanding is that this is something that was actually put forward in the London bid, so to that extent, it wasn't a decision of the current Mayor's.

**John Biggs (AM):** But it was not budgeted for?

**Neale Coleman (Director of London 2012 Coordination):** No, I think this is primarily a question for TfL, but there are agreements in place between the ODA and TfL in relation to the provision of free travel and in relation to the provision of the cost of additional services that TfL will need to run. There are similar arrangements in place in relation to the TOCs, and those are funded out of ODA budget. My understanding is that TfL are satisfied that these are covering the costs, but that is really a matter primarily for them.

**John Biggs (AM):** OK, thank you.

**Darren Johnson (AM):** On the London Live issue still, on the tickets for that, can you explain how that is going to work?

**Neale Coleman (Director of London 2012 Coordination):** This is an area that we are still talking to Live Nation about, and we have not finalised the ticketing strategy here. I think what we are looking to do is probably to pre-ticket a substantial number of the places that will be available at the Live site. I think there will be a need to do this on not an over-sophisticated basis, but obviously there will be certain days when we would anticipate there would be greater demand to be at the Live sites than at others; say for example on the day of the 100 metres final. Basically the Live sites are free to access, other than on the two commercial nights, when there will be paid for access, which is for the night preceding the Games, the final torch relay night and the opening ceremony night, and indeed, the closing ceremony night.

**Darren Johnson (AM):** So all the others will be free, and it will simply be a matter of allocating tickets in order to ensure restricted access and that it is not overcrowded?

**Neale Coleman (Director of London 2012 Coordination):** Yes. Obviously we will want to have provision and we are intending to have provision for people to access on the day as people leave, rather than pre-ticketing all the events, but I still think we will inevitably pre-ticket a substantial number of the places that are there.

**Darren Johnson (AM):** I think we have all had quite a few complaints from Londoners about the ticket lottery for the Games. Are there lessons to be learnt from that in terms of the allocation of tickets here?

**Neale Coleman (Director of London 2012 Coordination):** Obviously I think, you know, yes. I think we have got a rather easier job, I am pleased to say, but we haven't got quite so many tickets and we do not anticipate quite such the level of excess demand. The main thing from our point of view is that essentially, when we decide exactly how we are going to do it, we are going to do it first come, first served. Now, to an extent, that avoids some of the difficulties that there were with the process, where people were applying and did not know whether or not they were going to be successful or whatever. In whatever system we operate, if it is done first come, first served, you apply for your ticket and as part of that process, you know whether you are going to get a ticket or not, and I think that takes away some of the issues.

**Darren Johnson (AM):** So there will not be a lottery on this then at all?

**Neale Coleman (Director of London 2012 Coordination):** No.

**Darren Johnson (AM):** OK. Can I ask as well, in terms of the two ticketed events that are going to be charged for, will there be any concessions for people; say local people, people on low incomes? Are there any concessionary tickets?

**Neale Coleman (Director of London 2012 Coordination):** Not to the best of my knowledge.

**Darren Johnson (AM):** Is that something you may investigate?

**Neale Coleman (Director of London 2012 Coordination):** I am quite willing to go away and just have a check both on what we are planning to do on that, but I suspect it is going to be quite difficult for us to do that, in that obviously we are running a lot of free access activity, and the way we are able to do that without it costing the City money is to allow the event organiser some events at which they are going to make money. I suspect that if we start taking chunks out of their business plan, we are going to be in difficulty on the overall viability of the offer.

**Darren Johnson (AM):** Just on the ticketing, before I move on, will there be any limits on the number of tickets that individuals can apply for?

**Neale Coleman (Director of London 2012 Coordination):** I think we have not decided that yet.

**Darren Johnson (AM):** OK. You mentioned, as well, in the exchange with Kit Malthouse about Hyde Park and so on but can you just say how much of Hyde Park and Victoria Park will be available for normal recreational use during the Games?

**Neale Coleman (Director of London 2012 Coordination):** I think the footprint of the Hyde Park Live site will be the area that is normally, I think, referred to as the Old Parade Ground, which is the area which is effectively currently used in the summer for the concerts.

**Darren Johnson (AM):** It is the current concert site?

**Neale Coleman (Director of London 2012 Coordination):** It is the current footprint broadly.

**Darren Johnson (AM):** Right, OK.

**Neale Coleman (Director of London 2012 Coordination):** It is actually slightly smaller, in that some parts of it are needed for other activity. In Victoria Park, we are still in discussions with Tower Hamlets and the promoter about the exact footprint, but it is obviously a very big park. There will be a large amount available.

**Darren Johnson (AM):** So similar arrangements as to other events in Victoria Park?

**Neale Coleman (Director of London 2012 Coordination):** It is going Lovebox-style, yes, that sort of amount.

**Darren Johnson (AM):** OK, and then finally in terms of the catering concessions and things like that in these sites, are you doing anything to ensure that local businesses can actually benefit from those and it is not simply the top line big corporate sponsors?

**Neale Coleman (Director of London 2012 Coordination):** The arrangements for catering and food and beverage are essentially contractually matters for Live Nation to resolve. We have agreed with them - and I think you are aware of this - after quite a lot of work and some prodding that we are seeking to run the same sustainability stand at the Live sites.

**Darren Johnson (AM):** So those standards will apply to the Live Nation sites as well?

**Neale Coleman (Director of London 2012 Coordination):** That is what we are seeking to do, yes, and I think we will achieve it, and we have someone here at City Hall who is working fulltime on the sustainability issues and standards across the City Operations Programme as a whole.

**Darren Johnson (AM):** That will include then the same ethical merchandising standards as well, I assume?

**Neale Coleman (Director of London 2012 Coordination):** That is certainly our intention, yes.

**Darren Johnson (AM):** OK, thank you.

**Len Duvall (AM):** Can you just take me through the figures? Thank you for the briefing and the content in it, but I just wanted to clarify some issues around the funding that is available to you.

**Neale Coleman (Director of London 2012 Coordination):** Yes.

**Len Duvall (AM):** You say on public funding for programmes I think is a £32 million budget, of which £26.3 million will be dedicated to London. Is that the same money that is the £21 million that is allocated under the public services heading to funding for London venue boroughs?

**Neale Coleman (Director of London 2012 Coordination):** No.

**Len Duvall (AM):** So it is in addition to that?

**Neale Coleman (Director of London 2012 Coordination):** Yes.

**Len Duvall (AM):** OK, so of the Look and Feel, can you just give me some breakdowns of the £32 million then, and then we are going to move on to public services. I will give you a heads up for that one, in that sense. Just give us a breakdown; so Look and Feel, there is a proportion of that of something like, I do not know, £5.7 million that is going to go on to Look and Feel, and the rest of this £32 million then is spent on the remainder of these programmes?

**Neale Coleman (Director of London 2012 Coordination):** No. No, in the original public sector funding package, there was a £32 million allocation to what was then called “the look of London” and that was always intended primarily to enable the city to carry out its obligation under the host city contract to run a substantial Look and Feel; addressing cultural activity programme during the Games, at Games time. We have agreed with Government that some of that programme money should be spent on the non-London venues; there are a number outside London and so on. The remainder of that money is there to deliver the Look and Feel programme and that has various elements to it: support for all boroughs, cultural programmes, some spectacles and a particular focus on the areas around venues and high footfall areas around the City and the transport system. So that is specifically for the Look and Feel programme. If you then go to the other monies here - the London media centre, the money there - some of that came from the London Development Agency (LDA) and that expenditure was actually approved a year or so ago, and that enabled us to secure the building, 1 Great George Street.

We agreed with Government in the earlier part of this year that following the Comprehensive Spending Review, the settlements in relation to the Olympic programme and the settlement in relation to the LDA that more of the Public Sector Funding Package would be spent in the GLA’s programmes. So the additional amount for the media centre, in addition to the money that we are getting in from sponsorship and the money that we are getting in that we have already had from the LDA, we now have an allocation of £4.6 million which goes to the overall project budget, so that is additional money that we are effectively taking from the Public Sector Funding Package.

Similarly, in relation to the London Ambassadors programme, where the LDA again has contributed a significant amount, we have agreed a further allocation of £3.5 million to that project from the Public Sector Funding Package, which enables us to deliver that. Then in relation to the accessibility programme here, what is the number here? What did we get out of the Public Sector Funding Package for this? I’m just checking, because some of this again comes from the LDA. The GOE (Government Olympic Executive) contribution is £2.5 million, so we have got a further £2.5 million towards this programme. So as a result of that, we now have our programmes fully funded from the originally agreed money and for money which has subsequently been agreed to come out of the Public Sector Funding Package.

**Len Duvall (AM):** OK. If we can look at the £21 million allocated to the host boroughs, am I right in thinking that will not come out of that TfL money, that will come out of the ODA money then?

**Neale Coleman (Director of London 2012 Coordination):** That is right.

**Len Duvall (AM):** So the boroughs then that could get a slice of that money are Westminster, Tower Hamlets, Newham, Waltham Forest, Hackney, Greenwich, Merton, Brent?

**Neale Coleman (Director of London 2012 Coordination):** Merton, Brent, Kensington, Camden and Hammersmith and Fulham.

**Len Duvall (AM):** OK. Can you tell us what the allocations are for each of those boroughs?

**Neale Coleman (Director of London 2012 Coordination):** Yes, I can. Newham got £6.5 million, Greenwich £4.5 million, Westminster £4.5 million, Hackney, Tower Hamlets and Waltham Forest £1.1 million, Brent and Merton £700,000, Kensington and Chelsea £500,000, Camden £200,000 and Hammersmith and Fulham £100,000.

**Len Duvall (AM):** OK. That goes on the services issues. The Mayor has said something like, let me quote him,

*"The Games are a unique opportunity to London to secure its position for another generation as the best city in the world. We have a duty to make the most of this opportunity. I'm determined to ensure every part of the capital gets a benefit and enjoys the Games."*

Where do the flags and bunting come into that, the £50,000 per borough to exercise that issue about everyone should take part in that? Where does it come in this budget? Is it the Look and Feel or in the £21 million?

**Neale Coleman (Director of London 2012 Coordination):** That comes in the Look budget, in the £32 million budget.

**Len Duvall (AM):** In terms of the germination - I think is the right word - of this idea of flags and bunting for every London borough, were there other options to spend that money on to reach the aspirations of the Mayor? I am quoting the Mayor in his press release on flags and bunting.

**Neale Coleman (Director of London 2012 Coordination):** When you talk about flags and bunting, that is obviously one way to look at it and no doubt some of the money will be spent on flags and bunting.

**Len Duvall (AM):** Sorry, I am quoting from your press release: flags and bunting.

**Neale Coleman (Director of London 2012 Coordination):** Yes. Well, I am just going to enlarge on what the money is actually for and what we have asked the boroughs to spend it on. It is available for boroughs to spend on dressing their area and it is up to them to decide how they do that. We did some work with a number of boroughs, with Sutton and other boroughs, looking at what you would need to spend to make an impact in your town centre or in your main shopping centre.

Equally, we have said to boroughs that if they want to use this money to buy cultural content - to put on events outdoors, in their town centres or whatever - we would accept applications from that. We are putting in place, together with the LOCOG, arrangements for cultural content to be made available in a convenient way for people to put on outdoor performances of all sorts, across the City, in outer London boroughs at the same time. Generally speaking, we think this is something which has been welcomed by most boroughs. It is up to them to decide how to do it and it gives them all an opportunity to really make their own decisions on what other events they would want to do in association with that and to involve their residents in the Games.

**Len Duvall (AM):** But why in your press release then do you concentrate on flags and bunting and banners? You concentrate on that. You don't say, "You can do something for your town centres in terms of bringing people together to celebrate the Olympics", which would make much more sense and maybe have a lasting memory particularly on young children and young people than flags and bunting. You, in your own press releases and in terms of where the Mayor is quoting, concentrate on flags, banners and bunting, which at this time of austerity and other issues I think we could spend the £50,000 on something else. It is the same £50,000 that is being done in the Outer London Boroughs Programme. Do you not think you could have handled the selling of that a bit more, to explain that side of --

**Neale Coleman (Director of London 2012 Coordination):** You may be right. The press release may have been deficient in explaining what we were trying to do. We are doing it in a whole range of ways, but we are trying to support activity by boroughs right across London to get people involved in the Games. We do a huge range of stuff around this, working with community projects through our Inspire programme, supporting a range of activity. As I say, we are doing this stuff around getting outdoor performers that we are going to offer and make available to people to run events. We are supporting them in the running of parallel events. This is money that they can spend on things which will extend the look of the Games and one of the things that we have tried very hard to do is to work with LOCOG. A lot of work has gone into trying to make sure that we achieve what other cities have not done in the past, in the way they have presented the City at Games-time, to make sure that we have a single look for the Games; that it shows London off to its best ability. It may well be that boroughs do use this money to spend on dressing for a town square, for an area or whatever as part of their overall activity.

**Len Duvall (AM):** Or an event.

**Neale Coleman (Director of London 2012 Coordination):** Or they can spend it on content from the Outdoor Arts Festival that we are also running as part of this Look programme.

**Len Duvall (AM):** I understand you are coming towards the end of this process. Once you are completed, could you show us what has been done for this sum of money in those London boroughs? I think it is the end of July you have to sign off their plans, or have you completed that?

**Neale Coleman (Director of London 2012 Coordination):** Yes. I have to say that I am not convinced that we are. We have quite deliberately wanted to leave boroughs the maximum amount of discretion as to how they use this money. We have said that they can spend it on two main areas.

**Len Duvall (AM):** Sorry, if I can interrupt you, Mr Coleman. I am only relying on your press release, the process that you are going through. It says,

*"London boroughs must identify areas to dress and consult with the GLA and LOCOG by the end of July 2011 and confirm their plans by the end of September 2011. The GLA and LOCOG will then approve borough plans by the end of November and all orders for the Look Book must be received by the end of the year."*

I am not sure what that is, but that is the process that you are in. You are signing off these plans.

**Neale Coleman (Director of London 2012 Coordination):** That is right. We will sign them off, but we will not want to be over directive in the plans. Provided they meet --

**Len Duvall (AM):** Sorry, I am not suggesting that. I just said could you provide us with the final content? You sign off and provide it to us?

**Neale Coleman (Director of London 2012 Coordination):** Certainly, yes.

**Len Duvall (AM):** Thank you.

**Murad Qureshi (AM):** I have two issues in mind. The first is with street signage on public transport. As a tourist at Athens and at Beijing, I found that very useful in my experience of those cities. I am just wondering whether any thought has been put into that in the London context over and above what the ambassadors will be doing on the street level.

**Neale Coleman (Director of London 2012 Coordination):** Yes, there is quite a lot of work going on this. There is a major piece of work being led by TfL on overall wayfinding and signage which will involve new temporary Games-time signs to direct people around the City and to direct people at venues. I think people in Vancouver, in particular, said that the signage was really pretty poor. I think we are trying to avoid that. I can't remember the exact budget for that but there is quite a significant TfL budget for wayfinding and signage.

In addition to that, there is a substantial piece of work across the Olympic programme as a whole, which is led by LOCOG, working with us and the boroughs, to make sure that on what is termed the last mile, which is the area between the main transport hubs and the venues, there is very good signage and that there are adequate services. queue management and other arrangements because that is a pretty critical part of making sure that the experience is successful and safe.

Just one other thing, we have done quite a lot of work in the East London boroughs to seek to extend to the boroughs, as part of Games-time signage, the Legible London Scheme which has been rolled in the centre of town, which clearly is intended not just for Games but also to provide a legacy afterwards in terms of having effective way-finding and signage that will last long beyond the Games.

**Murad Qureshi (AM):** What I didn't hear, Neale, was whether it will be in other languages. Certainly in my case, having the English underneath the Greek and the Mandarin was very useful and I would have thought that would be quite a useful legacy, given how dependent we are on tourism in the London economy.

**Neale Coleman (Director of London 2012 Coordination):** I am afraid I think the proposal at the moment is that the signs are mono-lingual in English. That is perhaps where we do come back more to the ambassadors. One of the things we have been very pleased about is the number of applicants we have had who have foreign language skills, a very broad range of them. It is not surprising perhaps coming from Londoners. But, no, I have to say at the moment there is no intention to provide additional foreign language signage for the main signs. I mean, obviously that will not be universal. I imagine in some particular instances you may find multilingual signs in a small number of areas, but the main extra signs we are doing are all in English.

**Murad Qureshi (AM):** OK. I am just emphasising that I think it was very important for tourists to have that and it would have been useful as part of our legacy, given that we regularly boast about 300 languages being spoken in the City.

Can I move on to London House now, which I did frequent when I was in Beijing, and it is on the basis of the success in Beijing that you are arguing for it to be here at City Hall. I concur with it. I just want to be given evidence that there were some fruits of all the networking that happened. How many deals have emerged out of London House and Beijing in 2008?

**Neale Coleman (Director of London 2012 Coordination):** I would have to ask the people at the LDA who were involved in that project to get back to you on that. I can't tell you that I am afraid.

**Murad Qureshi (AM):** It would be useful to follow that up because I think there needs to be a bit more evidence than what has been said in this briefing.

The second thing is that there will be many other houses set up by nations and other cities. We are going to have the Swiss in London Bridge. I think that is going to be the nearest one to this one. You have the French just across the river and many others in other parts of town. Are these going to be linked up in any way or are they going to be in isolation and will the networking, as a result, happen in various houses without the interaction that we are hoping to have?

**Neale Coleman (Director of London 2012 Coordination):** We will obviously be providing information and so will LOCOG to people who are accredited about all the National Olympic Committee (NOC) houses will essentially be private in a sense. There will not be many NOC houses - there will be some - where there is public access for events. It is the main responsibility of the NOC houses themselves really to contact people who are likely to want to come to them and use them and to advertise and publicise the events that they will be holding there. Obviously, both through the media centre and otherwise, where there are significant activity in the houses, we will want to publicise that and where there is public access we will also want to make sure that people know about that.

**Murad Qureshi (AM):** OK. But, again, I will just reinforce my concern that the networking that you want London to benefit from may happen in isolation to each other as a result if they are not linked. Finally, another observation from the Beijing London House: the drinks were all free there. Are they going to be here as well?

**Neale Coleman (Director of London 2012 Coordination):** I think this depends on the nature of the arrangements we come to with sponsors. We all recognise that, in relation to the London House proposition, it probably is essential to fund a substantial proportion of this out of sponsorship because I think if we are doing hospitality and stuff like that at Games time that is what people would expect. I imagine the aspiration certainly would be that, for most functions or things that one was inviting people to, you did not make them pay for their drinks. On the other hand, I think we would want to make sure that that was supported by a sponsorship package and that is what we are trying to negotiate. Clearly, if we are not successful in attracting a significant sponsorship package then the plans would have to be significantly scaled down or reconsidered.

**Caroline Pidgeon (AM):** I don't know whether this question would be for Neale or Vince. I want to pick up the issue of all these events that are going to be happening across London and I know there is

the London Events Coordination Calendar and there is the Culture Diary. I think, in your recent answer to my colleague Dee Doocey, you said there were already over 4,000 events in the Culture Diary. However, you closed those diaries at the end of March, which seems a bit strange to me when clearly people would still be planning their events. I am told, looking at this answer I picked up this morning, that in September certainly the Culture Diary is going to reopen, but how are you making sure all these events are cross-referenced and you are capturing every event that is going to be going on in London?

**Vince Fihosy (City Operations Programme Director):** I will take this one. You are absolutely right: the Event Coordination Calendar and the Culture Diary were closed at the end of March. That was a temporary measure and that was to give us an opportunity to undertake the assessment of the information that we had at that point in time. We formed a Pan London Resourcing Group which is made up from ourselves and all of the other key agencies involved in this, primarily the police, ambulance service, fire service, etc. We have been through a process of reviewing and assessing all of the data that we have and the key issue that we were looking at here was to ensure that we have the relevant resources in order to be able to provide the support to the events that we delivered over the Games period. The assessment process came to a close at the end of June and we are now in the stages of discussing with local authorities and event promoters the findings from that exercise. I think the key thing is that many of the events are not at the substantial stage of development where we can truly understand the draw that will be required on resources. So there is another exercise that we are going through to really drill down on those events where we do not have sufficient information and to identify a timescale for that information to be provided.

**Caroline Pidgeon (AM):** Is there going to be the potential that you are going to have to tell some event promoters, "Actually, that event can't go ahead because we can't police it; we do not have adequate transport"? When this list reopens in September I think you are going to find so many events, lots of local community groups, developing events across London. How are you going to ensure that those events can take place safely or are you going to have to say, "No, you can't go ahead"?

**Vince Fihosy (City Operations Programme Director):** The intention is very much that we get as much information as possible so that we allow as many events as possible to happen. The Event Coordination Calendar has reopened, in fact, and over that period of time, between March and this point in time, we know of another 30 events that have been planned. Now, some of these events are not events of interests, frankly. It is good that we know about them but, from a resourcing perspective, they're of no great concern. Others, again, we are struggling to get the level of detail that we require in order to make a judgement as to what resources will be needed to be able to deliver those.

**Neale Coleman (Director of London 2012 Coordination):** I think it is worth saying that for the great majority of cases, if you were talking about a community event or a cultural event or an indoor event, we don't really, and neither do the police, have great concerns about that because such events, typically, would not require policing or anything like that. We want to know about them just so we have a full picture. The sort of event we are concerned about is where it is on a very large scale, where it is outdoors, where it might require a traffic restriction. We are asking people whether they are applying for an alcohol licence. It is really those large events where we need to --

**Caroline Pidgeon (AM):** The big events in parks or carnivals, that sort of thing that you are concerned about.

**Neale Coleman (Director of London 2012 Coordination):** Yes, that sort of thing.

**Caroline Pidgeon (AM):** How, ultimately, will Londoners find out about all these fantastic events that are going on across London? You're collating the information. Is it going to be online in some sort of easily accessible format?

**Neale Coleman (Director of London 2012 Coordination):** Yes. It is one of the reasons why we actually used London & Partners as the technology supplier for this and they have access to all that information. The main visitor promotion and information source at Games time will be their website and that is where we would promote the information.

**Caroline Pidgeon (AM):** Yes, it will be on that website. Thank you.

**Andrew Boff (AM):** Could you tell me when residents living around Victoria Park will know the timings, access arrangements and indeed volume of the Live site there?

**Neale Coleman (Director of London 2012 Coordination):** I think that will probably be on the same sort of timescale as we were talking earlier about Hyde Park, in that there will need to be a licence application made to Tower Hamlets and probably a planning application as well. I would have thought in October of this year. It is probable that we could provide some indicative information in advance of that, but then there would be very firm information as part of that application process.

**Andrew Boff (AM):** So would residents, therefore, have their usual ability to make comments and representations about those plans?

**Neale Coleman (Director of London 2012 Coordination):** Absolutely. They will go through normal statutory processes.

**Andrew Boff (AM):** Does that mean that the enforcement of the conditions of the permission will be down to Tower Hamlets or will City Operations have any role in that?

**Neale Coleman (Director of London 2012 Coordination):** The enforcement of the licensing and planning conditions will be for Tower Hamlets.

**Andrew Boff (AM):** Bearing in mind that City Operations has a wider responsibility for the reputational role of the Olympics, do you not see a role for them in being a conduit between representations from people who might be concerned about the volume, the mess, the access or anything?

**Neale Coleman (Director of London 2012 Coordination):** I certainly think that we will have an interest in that, yes. It really depends what emerges during the consultation process. Essentially, this is a partnership arrangement between a number of players. Between the event organiser, Live Nation, and ourselves, as the overall organiser and promoter of the large sites, and between the Royal Parks and Tower Hamlets as the two landowners and then obviously Tower Hamlets and Westminster as the enforcing authorities. Certainly I agree with you that if major concerns were to be expressed we would

have a responsibility to take that into account and to consider how we should respond to that, as well as any responsibility that sat with the other partners.

**Andrew Boff (AM):** Could you summarise for me, briefly, the agreement with Live Nation? What have we agreed to do? What have they agreed to do?

**Neale Coleman (Director of London 2012 Coordination):** As I said earlier, we are not yet in contract with Live Nation. We are currently still negotiating the arrangements. But it is an event organiser type contract of the same type that, for example, the Royal Parks enter into every year to put on concerts there. So it is a concession contract. They are the event organiser. Obviously there is a whole range of requirements on them to run a safe event, to comply with event management plans that have been agreed with the local authorities and the emergency services and the like. But the primary responsibility as event organiser sits with them.

**Andrew Boff (AM):** Who did the first call? Was it Live Nation or was it the GLA?

**Neale Coleman (Director of London 2012 Coordination):** We procured this. In association with the Royal Parks and Tower Hamlets, we went out and procured and sought offers to provide these Live sites.

**Andrew Boff (AM):** So this was a competitive tender?

**Neale Coleman (Director of London 2012 Coordination):** It was a competitive tender, but we only received one compliant bid.

**Andrew Boff (AM):** Thank you very much.

**Victoria Borwick (AM):** If I could just continue on that Live sites point because, as you say, a number of issues have been raised by various residents across London. Could you just confirm, will all the Live sites be licensed?

**Neale Coleman (Director of London 2012 Coordination):** Yes.

**Victoria Borwick (AM):** So throughout the entire time that they are operating, all the Live sites will have --

**Neale Coleman (Director of London 2012 Coordination):** Certainly our Live sites will require licences, yes.

**Victoria Borwick (AM):** So I have no doubt the residents may also raise concerns then about the maintenance of those sites and obviously other security issues with regard to alcohol?

**Neale Coleman (Director of London 2012 Coordination):** Indeed, but we are working with an extremely experienced event organiser. They are the largest event organiser company in the world. They have huge experience of putting on events in Hyde Park, in particular, and working very closely with the Royal Parks in doing that. Clearly, from time to time, there are controversies with residents about the impact of those events but I think, for the most part, people would agree they are very well organised events and certainly there is full cooperation with the police, the security people and the

transport authorities around that. One of the reasons why, broadly, we are pleased with this position we are in is that they are such an experienced company with their own security organisation and so on.

**Victoria Borwick (AM):** Fine, I am sure residents will have their views. So just to confirm the chronology here, you are placing the contract with Live sites and then you are expecting them to go and do the residents' consultation or what hand are we having or are the GLA having over that?

**Neale Coleman (Director of London 2012 Coordination):** They are the event organiser. I mean we are facilitating this process, in a sense. Other than the Trafalgar Square site which runs during the Paralympics, we are not the landowner in any case here. It is the Parks and Tower Hamlets Council who are the landowners. They will be parties to the contractual arrangements as well. It is for Live Nation, as the event organiser, just as with any other event that they run or anybody else runs, to make the applications to the council in question for the licensing and other consents that they need. But that will then generate, through the normal processes, the consultation arrangements that are associated with that.

**Victoria Borwick (AM):** Also the ongoing arrangements with residents in the case of any query. Are there any issues with regard to making accessibility to these sites any easier for those with mobility problems?

**Neale Coleman (Director of London 2012 Coordination):** We will be trying to ensure that sites are as accessible as possible. Obviously there are some issues around that but, again, that is something which is addressed already by Live Nation as far as they are able and fairly well in the events that they organise in Hyde Park. I am sure we will make similar arrangements elsewhere. Trafalgar Square, which is our main site during the Paralympics, we will have to be particularly careful about making sure that accessibility arrangements are satisfactory.

**Victoria Borwick (AM):** Absolutely. So these arrangements will be available for us to see prior to them going to --

**Neale Coleman (Director of London 2012 Coordination):** They will provide the information that is required for the licensing and planning processes. Clearly, they will have to address those issues, particularly in any planning application.

**Victoria Borwick (AM):** Yes. I think the point is because this is an Olympic event there have been questions raised, I am sure, by all our residents that are affected by the variety of sites, that this is not a sort of mandated activity. Residents want to know that the true and the usual consultation processes will be gone through.

**Neale Coleman (Director of London 2012 Coordination):** Yes.

**Victoria Borwick (AM):** The residents who have written in obviously have raised concerns and I think it is important, if possible, that we should be included, therefore, with any arrangements and plans so that we too can have sight of them to ensure that the consultation process has been handled appropriately.

**Neale Coleman (Director of London 2012 Coordination):** We can certainly undertake to make sure that you and other Assembly Members are kept fully in touch with the process. Just to reassure you, there is no question of there being any special overriding of normal process because these are Olympic-related events. They have to go through the normal statutory processes in relation to licensing and planning.

**Victoria Borwick (AM):** Thank you.

**Richard Tracey (AM):** Could I take you back to the discussion about public services and the cost of laying on various extra public services. I accept the figures that we have been given about some of the host boroughs close to the Olympic Park – and obviously there are other colleagues that can talk about them – but there are several that do concern me. I gather that the original estimate put in by the boroughs was £63.5 million and that has been reduced by the GLA and the Government to £21 million, which is a pretty considerable reduction. Now, as I understand it, a lot of the problem is going to be the cleaning of the streets and the collection of extra litter and so on, which will happen overnight and that will entail overtime and so on; a very considerable costs to the boroughs. We are now hearing that there will be savings in the Olympic budget because of the efficiency of the construction programme and so on. The Sports Minister keeps telling us on the television and in the press that this is the case. Surely this question of costs ought to be revisited. Do you think that you have been entirely fair to the boroughs?

**Neale Coleman (Director of London 2012 Coordination):** I think we have been as fair as we possibly could be in the circumstances. This is not to justify the attitude that has been taken on the other side, but it was quite a stretch to get Government colleagues, particularly in Departments like the Treasury, to agree that any money should be provided for these purposes, especially given the fact that the boroughs in question had all signed guarantees relating to the delivery of services to the Games. It is true that the money we have given them is significantly less than the total that they bid for. I have to say quite a lot of the bids that we received were, in our judgement as well as the judgement of Government officials, significantly over-egged in terms of any conceivable likely requirement for additional costs.

We entered into very detailed discussions with all the boroughs. We were particularly keen to try and get them on to a single and common set of frameworks and assumptions, which we were not fully able to do. It is fair to say that some boroughs are still not happy about the overall money that they have received. It is not something that we have a sort of closed mind to and we have always said, together with Government colleagues, that if very unexpected additional demands came up we would be willing to then reconsider that. We did not intend, in making these grants, to fully reimburse every single additional cost that might be incurred or that could conceivably be said to have been incurred as a result of the Games because, clearly, all boroughs, like indeed the GLA, have been spending money from their normal budgets and planning to do so to meet part of the cost of the Games.

We were particularly concerned to make sure that the boroughs that had the most significant impacts would be able to manage. Everybody is affected but there are very much greater impacts in some places than others, if we are frank about this. You only have to look where the venues are, whether the transport is and so on. I think we have done a reasonable job in that but, as I say, if new information or new pressures come up I think we would look at it again.

**Richard Tracey (AM):** We have heard about the Atlanta experience with journalists. The journalists wrote up Atlanta rather badly, as I recollect, because the transport was chaotic and indeed we will see what the London transport situation is come the time. Frankly, if the streets are dirty and there is litter blowing around where people are attending the Olympics, and particularly where journalists are attending the Olympics, there will be a bad story written about London. Now, in the absence of my colleague Brian Coleman, who represents Camden, I understand that Camden believe they have received a very poor deal of only £200,000 when they believe it will actually cost them over £1 million to do their bit. They, of course, will have a lot of journalists apparently staying around the Bloomsbury area. Now, that is quite a load on the infrastructure of Camden. Is this something you are going to be prepared to consider again, do you think?

**Neale Coleman (Director of London 2012 Coordination):** We are talking to Camden about that and we are looking at that. We do need to perhaps keep this a little bit in proportion. Obviously the Bloomsbury hotels, in a normal period, are full of tourists in the summer and they, like journalists, leave litter and Camden cleans those streets in the normal course of business. So working out exactly what additional costs might be involved to Camden is not an easy thing to do and you could argue that there is no obvious reason why it should be a massive additional cost. I think, in the case of Camden, there are slightly different arguments which apply to the King's Cross and Euston areas where there will be very significant numbers of additional people, clearly, because of the operation of the transport out of King's Cross and indeed Euston which will be a major gateway for people coming from the United Kingdom (UK), although it is always a busy station. With Camden, we are talking to the ODA in particular about whether there shouldn't be some additional payments to Camden in respect of the need for them to keep those areas clean. So I want to say we are still trying to talk to people where they are raising these issues and trying to look for solutions.

**Richard Tracey (AM):** In my own constituencies of Merton and Wandsworth we have, of course, the tennis at Wimbledon, which is part of Merton, and there is a belief that that will cost something. I see you have given Merton £700,000 but then, apart from Wimbledon, they are going to be involved in the command and communication structure of the Games, which clearly is some extra load on the borough. Now, Wandsworth is not, of course, an Olympic borough but what it does have, along with various other southwest London boroughs, is the cycle road races going through on two days at the end of July 2012. I understand from Wandsworth that they are rather concerned about the whole matter of the railings and so on. The public are going to be in an island area because of all these railings closing the roads to allow the cycle road races to go through. What about putting those railings there and then clearing them away after the races? Will the boroughs have to bear the costs of that or are you going to give some money to the likes of Wandsworth to do that?

**Neale Coleman (Director of London 2012 Coordination):** Well, when we asked boroughs to put in their estimates for the costs that we have just been talking about, the refuse collection and so on, we said to them that the whole issue of extra costs associated with the road events - and obviously, in addition to the cycle races, there is quite a lot in Westminster and the City, the marathons and so on - that those would be dealt with through a separate process. It is a process that LOCOG has overall responsibility for but there is a budget associated with that and certainly I would be expecting and we would be looking, as part of the overall decisions around that budget, for additional clear costs that boroughs have to incur in order to ensure that those events can take place to be reimbursed through that separate process. That would apply to the cycle race but also to additional costs that arose in relation to any of the other road events.

**Richard Tracey (AM):** So all of those boroughs – it is clearly going to involve Richmond, Kingston, etc – can come back to you --

**Neale Coleman (Director of London 2012 Coordination):** They will come back to LOCOG on this occasion. We will be supported in that because it is our understanding that that is how those costs are supposed to be managed.

**Richard Tracey (AM):** The last thing from me is on this matter of the London ambassadors. It seems a very good idea that volunteers should be coming forward, but there was this extraordinary statement made by the General Secretary of the National Union of Rail, Maritime and Transport Workers that using the London ambassadors could have lethal consequences on the Underground. Is that really over the top in your view? What are they going to do? They are surely not going to be particularly marshalling passengers on stations and things.

**Neale Coleman (Director of London 2012 Coordination):** There is no question of the London ambassadors carrying out any safety-critical tasks or indeed any tasks associated with the management of stations or the Underground. Indeed, I do not think that any London ambassadors will actually be deployed in any London Underground station. So I hope that we can, through discussion, correct any misapprehension there might be about their role.

**Richard Tracey (AM):** Thank you.

**Steve O'Connell (AM):** Thank you, Neale, for your briefing today. Turning back to the line of inquiry that Len Duvall was talking about, the outer London boroughs and the £50,000, I will take a slightly contrary view from some earlier colleagues. Wouldn't the man or woman on the Lewisham, Croydon, Bromley omnibus feel that they have been let down a bit? Wouldn't they be disappointed with the fact that they are only getting £50,000, although the fact is they are contributing? Wouldn't they find it quite odd that all these other boroughs are whingeing that they are not getting enough money when they are getting many millions of pounds of investment plus the infrastructure investment that goes with that? Is it not unfair to that person on that omnibus?

**Neale Coleman (Director of London 2012 Coordination):** It is an issue, obviously. We chose the £50,000 amount having done, as I say, some quite detailed work actually, using Sutton town centre as an example, of what did we think we needed for people to make a real impact in terms of making their town centre or shopping centre look special as a focus for events and other activity or whatever else they wanted to do. Obviously the issue around what everybody in London is getting is a tricky one. The Mayor's view on this, I think, is as far as possible, wherever we can, to try and spread some of the significant benefits of all the things we are doing across London. This is part of that. I accept it is a slightly limited thing. For example, I think that is why he has been particularly concerned to try and ensure that the scheme that we are running with LOCOG to provide free tickets for school children is available on the same basis right across London to everyone who has been involved in supporting the Games through the extra council tax.

**Steve O'Connell (AM):** Neale, thank you for your reply. I sense, to a degree, that you are scratching around to find things that will benefit the Bromleys and the Bexleys and the Croydons and the Lewishams. I would urge that if there is any excess money, once you have gone through the budget, let us try to look at how you can give some money to those boroughs because, at the end of the day, you and I know, through our experience with local authorities, £50,000 doesn't go a long way

in a very large borough when we actually want to celebrate the Games. Although you said you are quite flexible, surely the use of it is limited to the LOCOG Littlewoods catalogue and you must use the specific branded bunting that Len referred to earlier.

**Neale Coleman (Director of London 2012 Coordination):** Yes. We have said people either have to use the supplies that are available from the LOCOG Look Book, which will be published shortly, or they have to use it to buy content from the Outdoor Arts Festival that we are running, but those are alternative possibilities.

**Steve O'Connell (AM):** My last point really around branding is, obviously what we would want to happen is lots of street parties flourishing throughout all our boroughs, be it host boroughs or not, and I am sure there will be. Do we anticipate a problem in branding? For example, I may want a street party in Valley Road, at the bottom of my road, and those good residents there will probably want to say, "Olympics Party: come along and have a cup of tea and a glass of wine". They are going to have a problem with that aren't they?

**Neale Coleman (Director of London 2012 Coordination):** Well, brand protection is a much vexed question for us all in dealing with this and there is always a lot of frustration I think, particularly with the organising committee who, to be fair to them, have had to raise about £800 million through effectively selling their brand and, therefore, do need to protect it. At Games time there will be anxiety around major ambush marketing, which happens at every Games perpetrated by major commercial organisations to try and effectively ambush the Games in one way or another by doing things that are not permitted by the advertising regulations and, clearly, a lot of effort will go into doing that. I doubt if there will be much resource available or expended or prioritised to deal with residents who want to celebrate the Games. I think it is extremely unlikely that anybody would want to do anything to interrupt something that obviously didn't have a commercial or ambush purpose.

**Steve O'Connell (AM):** Let's hope so. Thank you very much.

**Tony Arbour (AM):** I want to ask you about the bunting as well. Originally that was the only thing that was being proposed by you that I received with unalloyed joy because I thought, "Here we are, outer London is actually going to get something. We are actually going to be able to celebrate something". Now I hear it is some vast advertising campaign for the sponsors of the Olympics.

**Neale Coleman (Director of London 2012 Coordination):** No, it is not for the sponsors, Tony. There is no commercial branding on this at all. It is all about London. We have said boroughs can have their own mark on it. There will be no commercial stuff on it at all.

**Tony Arbour (AM):** Can we have the Union Flag on it?

**Neale Coleman (Director of London 2012 Coordination):** Yes, absolutely. I think the Mayor has been very keen to ensure that included in the City Look and Feel, particularly in places where you would expect that - and there are some obvious locations in the centre of London - that the Union Flag will be an important part of the City look at Games time. I say this and I had better make sure that I am telling the truth. I have no doubt that Union Flags will appear and be available through the Look Book, therefore.

**Tony Arbour (AM):** Well, I am pleased to hear that because, of course, places like Richmond will be armed for it in any event for the Jubilee and celebrating the re-election of the Mayor and I would very much hope that the £50,000 worth of bunting of Unions Flags which we can get from you, is going to be made available really quite early on in 2012 so that we can be using this bunting throughout the early part of the year. When is the bunting going to be made available?

**Neale Coleman (Director of London 2012 Coordination):** You will excuse me, I would like a little bit of notice to go away and give you a completely accurate answer about that. I have to say that I think we would actually - and I am sorry, this is possibly slightly disappointing - be looking for this to go up in the immediate period before the Games, if for no other reason than that it is supposed to be up during the Games and there is a limited shelf life for such things due to weather, vandalism and the like.

**Tony Arbour (AM):** So it is cheap bunting, is it?

**Neale Coleman (Director of London 2012 Coordination):** No, it will be very high quality bunting, I can assure you.

**Tony Arbour (AM):** There is a serious point here, Neale. It can't possibly have escaped your attention and LOCOG's attention and everyone else's attention that the Jubilee is going to be very shortly before this event. Manifestly, it must make sense for this particular aspect of publicising the Games for something which clearly has a dual use to be made available earlier, as I have suggested.

**Neale Coleman (Director of London 2012 Coordination):** You are raising, I think, good points and, having said the Union Flag will be in the Look Book, I haven't actually seen that for myself. But I think you are raising good points and we will take them away and try and make sure. I mean, we do want it to be up to the boroughs to decide what to do within the conditions we have laid down, which is that you use the LOCOG supplier and you buy the stuff from them because we are getting it in bulk obviously. So we are offering people a good deal essentially in terms of what they would have to pay if they procured it themselves - or you use our content through the Arts Festival where, likewise, we are effectively procuring that in bulk in terms of outdoor performers and so on. So, subject to that, it is really up to boroughs to come forward with what they want to do and, provided that they meet those core conditions, I am sure we won't want to interfere with any proposal that they think is appropriate for their area.

**James Cleverly (AM):** Mr Coleman, you touched on it just at the end of your answer to Tony Arbour's question about the bulk purchasing power. Can we be assured that the prices in the Look Book will be no more expensive because we don't have a brilliant track record of monopoly suppliers giving best value to purchasers? Can we ensure we fully utilise our joint purchasing power to ensure those prices are not going to be any higher than would be normally available on the commercial market?

**Neale Coleman (Director of London 2012 Coordination):** I am optimistic that will be the case. I am pretty sure it will be. Obviously this is a LOCOG procurement we are talking about here, but they have gone out to the market and, I think, believe that they have done a good deal.

**Jenny Jones (AM):** Mr Coleman, can you tell me, on the issue of press passes, will any local newspapers, for example in the Olympic boroughs, be getting any press passes?

**Neale Coleman (Director of London 2012 Coordination):** Will be getting Olympic media accreditation you mean?

**Jenny Jones (AM):** Yes.

**Neale Coleman (Director of London 2012 Coordination):** I am sorry. I don't know the answer to that.

**Jenny Jones (AM):** Could you let me know?

**Neale Coleman (Director of London 2012 Coordination):** But we can find out from the Organising Committee, yes.

**Richard Barnes (AM):** Mr Coleman and Mr Fihosy, you have both touched on a number of programmes that will be happening next year. Clearly there is the Olympics itself on a number of sites in and around London. There is your own programme of welcoming people and programmes that you know of at your Live sites. There are events that local authorities are putting on. There are events which local authorities are facilitating and by that I think of Jamaica celebrating 50 years of independence, Trinidad and Tobago also wanting to celebrate 50 years of independence, Brazil wishing to celebrate the fact of that in four years' time they will also want to have some form of celebration. There is a whole collection of houses, of which this is only going to be one, in and around London from Marble Arch to Alexandra Palace to across the river here. Who is actually pulling all of this together to keep the big broad sheet which then feeds into the policing operations to ensure that it is safe?

**Jennette Arnold (Chair):** It will have to be a quick answer, I'm afraid.

**Neale Coleman (Director of London 2012 Coordination):** We are collecting the information. That is our main job. We are making sure that we have the information. But in terms of organising the policing of that and the security operation, that is the responsibility of the Metropolitan Police Service and of Chris Allison's team to do that as part of their overall Olympic security plan. That is broadly how those responsibilities line up. We are meeting with them very regularly. They have been coming to nearly weekly meetings of our resourcing group. That is why we stopped in March, because we wanted to have a snapshot of where thought we had got to by then, but this clearly is not something that stops now. We are going to have to carry on right the way through to the end of the Games on this.

**Len Duvall (AM):** I don't want to upset Tony Arbour but unless Richmond have moved their position from June you won't be waving any flags at all, even with the Union Jack, regardless of what LOCOG do or not. Can I just ask you a very quick question around London House 2012 and the use of this building? In our agenda, in paragraph 4.18 of the report, it says that really this is only going to result in rooms being less available to staff and Assembly Members from July 2012 to September 2012. Do you accept that is the only issue? We are not going to have any restrictions? We can come and go out of this building as we do our business as London Assembly Members?

**Neale Coleman (Director of London 2012 Coordination):** Yes, I think that is right. I think it is likely, clearly, that the building will be closed to the public probably at least during the period of the

Olympic Games for security and other reasons. The extent to which there is restricted public access at other times will depend on the actual plans that come about, but throughout that period there is no question, I think, either of staff or particularly Assembly Members being restricted in any way from accessing the building and the facilities they use within the building.

**Jennette Arnold (Chair):** Thank you to Neale and Vince for their full and informed answers to us here this morning. If any Members want any more detailed answers to any questions that they did not get then we can pick them up through officers and send them on to you and you can send back answers. Thank you very much.

This page is intentionally left blank